4/29/88

C7715-3 A

FEBRUARY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	28852	16356	176.40	3.56	2.44
(Laser)	-	747	-	-	.11
(Le Baron/GTS)	12646	8868	142.60	1.56	1.33
(NY/5 AV/Newport)	15486	6104	253.70	1.91	.91
DODGE	37621	30603	122.93	4.65	4.56
(Daytona)	5021	1309	383.58	.62	.20
(Omni/Shadow)	8617	9991	86.25	1.06	1.49
(Aries)	9769	7478	130.64	1.22	1.11
(Lancer)	996	2003	49.73	.12	.30
(600)	2084	2826	73.74	.26	.42
(Diplomat/Dynsty)	6194	735	842.72	.76	.11
PLYMOUTH	30630	28779	106.43	3.78	4.29
(Horizn/Sundance)	9471	11091	85.39	1.17	1.66
(Reliant)	13420	8471	158.42	1.65	1.26
(Caravelle)	2400	3321	72.27	.30	.49
(Gran Fury)	1027	368	264.69	.13	.06
EAGLE	4796	2262	210.17	.59	.34
(Allinc/Eagl/Prem)	2674	2191	122.04	.33	.33
CHRYSLER CORP	101899	78020	130.61	12.58	11.63
FORD	121748	96572	126.07	15.02	14.39
(Escort)	27806	24009	115.81	3.43	3.58
(Probe)	-	-	-	-	-
(Mustang)	13017	14538	89.54	1.61	2.17
(Tempo)	21944	18179	120.71	2.71	2.71
(Taurus)	33550	23357	143.64	4.13	3.48
(Crown Victoria)	8843	7730	114.40	1.09	1.15
(T'Bird)	10987	8679	126.59	1.36	1.29
LINCOLN	13149	9883	133.05	1.62	1.47
MERCURY	37111	28662	129.48	4.59	4.28
(Topaz)	5929	5246	113.02	.73	.78
(Sable)	9495	5869	161.78	1.19	.87
(Grand Marquis)	8366	7493	111.80	1.03	1.13
(Cougar)	8289	6407	129.37	1.02	.95
LINC/MERC DIV.	50934	38971	130.70	6.29	5.81
FORD MOTOR CO.	172680	135543	127.40	21.31	20.20
BUICK	46679	37543	124.33	5.76	5.60
(Skyhawk)	2553	2280	111.97	.32	.34
(Somerset/Skylrk)	4686	4961	94.46	.58	.74
(Century)	9112	10349	88.05	1.12	1.55
(Regal)	9521	2956	322.09	1.17	.44
(Riviera)	657	2447	26.85	.08	.36
(Reatta)	63	-	-	.01	-
CADILLAC	18750	18749	100.01	2.31	2.79
(Allante)	232	1	-	.03	-
(Cimarron)	548	777	70.53	.07	.12
(Eldorado)	1587	1123	141.32	.18	.17
(Seville)	1504	2433	61.82	.19	.35
CHEVROLET	117240	104231	112.48	14.48	15.54
(Celebrity)	20722	26958	76.87	2.56	4.02
(Corsica)	16527	1475	-	2.04	.22
(Beretta)	15535	1862	834.32	1.92	.28
(Cavalier)	21219	30261	70.12	2.62	4.50
(Camaro)	5562	8769	64.57	.70	1.31
(Corvette)	1526	1449	112.22	.20	.22
(Monte Carlo)	3470	3479	99.74	.43	.52
OLDSMOBILE	50162	50805	98.73	6.19	7.57
(Firenza)	1284	1088	118.01	.16	.16
(Calais)	7595	7122	106.64	.94	1.06
(Cutlass Ciera)	17118	18016	95.02	2.11	2.68
(Cutlass)	5369	8154	65.84	.66	1.22
(Toronado)	960	1042	92.13	.12	.16
PONTIAC	57381	50182	114.35	7.08	7.48
(1000)	50	989	5.06	.01	.15
(Sunbird)	5881	6465	90.97	.73	.96
(Grand Am)	19190	17811	107.74	2.36	2.65
(6000)	7091	9291	76.32	.88	1.38
(Bonneville)	10866	5956	182.44	1.34	.89
(Firebird)	3726	4335	85.95	.46	.65
(Fiero)	2267	3254	69.67	.28	.49
(Grand Prix)	4183	1453	286.51	.51	.22
GEN MTRS CORP.	290212	261510	110.98	35.82	38.98
Misc. Domestic	6	1	600.00	-	-
Other Import	245412	195845	125.31	30.29	29.19
U.S TOTAL	810209	670919	120.76		

UNITED STATES SUMMARY
FEBRUARY 1988 ISSUED 4/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	52248	32515	160.68	3.30	2.21	296362
(Laser)	-	1462	-	-	.10	4792
(Le Baron/GTS)	24382	16281	149.76	1.54	1.11	164640
(NY/S AY/Newport)	26546	13375	198.47	1.68	.91	115735
DODGE	70233	65420	107.36	4.43	4.45	407174
(Daytona)	9876	2168	455.54	.62	.15	37071
(Omni/Shadow)	17069	20771	82.18	1.08	1.41	116654
(Aries)	18364	16546	110.99	1.15	1.12	101062
(Lancer)	2167	4277	50.67	.14	.29	22793
(600)	4395	6026	72.93	.28	.41	36660
(Diplomat/Dynsty)	9623	2159	445.72	.61	.15	15206
PLYMOUTH	55101	59593	92.46	3.48	4.05	343981
(Horizn/Sundance)	17379	23240	74.78	1.10	1.59	123956
(Reliant)	23536	17638	133.44	1.49	1.20	106069
(Caravelle)	4777	5637	84.74	.30	.38	35869
(Gran Fury)	1637	1237	132.34	.10	.08	7703
EAGLE	9517	5203	182.91	.60	.35	44626
(Allnc/Eagl/Prem)	4742	5039	94.11	.30	.34	30921
CHRYSLER CORP.	187097	162731	114.97	11.81	11.06	1092143
FORD	237133	204468	115.98	14.96	13.90	1417278
(Escort)	57328	50222	114.15	3.62	3.41	392758
(Probe)	-	-	-	-	-	-
(Mustang)	23940	25352	94.43	1.51	1.72	170566
(Tempo)	41121	38736	106.16	2.59	2.63	222963
(Taurus)	66062	55299	119.50	4.17	3.77	356457
(Crown Victoria)	17344	16869	102.82	1.09	1.15	118312
(T'Bird)	21232	17775	119.45	1.34	1.21	131544
LINCOLN	26169	24905	105.08	1.65	1.69	166599
MERCURY	71738	61484	116.68	4.53	4.19	463432
(Topaz)	11015	10228	107.69	.70	.70	63126
(Sable)	18374	14163	129.73	1.16	.96	102767
(Grand Marquis)	16258	16855	96.46	1.03	1.15	117885
(Cougar)	16066	12658	126.92	1.01	.86	109922
LINC/MERC. DIV.	99303	87320	113.72	6.27	5.94	643473
FORD MOTOR CO.	336436	291788	115.30	21.23	19.84	2060743
BUICK	92949	83386	111.47	5.87	5.67	556122
(Skyhawk)	5224	5688	91.84	.33	.39	39454
(Somerset/Skylrk)	9018	10249	87.99	.57	.70	67880
(Century)	18118	23763	76.24	1.14	1.61	151884
(Regal)	18550	6777	273.72	1.18	.46	58672
(Riviera)	1830	4663	39.25	.12	.32	16472
(Reatta)	75	-	-	-	-	10
CADILLAC	37031	40919	90.50	2.34	2.78	258146
(Allante)	508	1	-	.03	-	2064
(Cimarron)	1041	2066	50.39	.07	.14	12609
(Eldorado)	3690	2964	124.49	.24	.20	20282
(Seville)	3539	4692	75.43	.22	.32	20656
CHEVROLET	225633	215040	104.93	14.24	14.62	1493413
(Celebrity)	40471	55065	73.50	2.55	3.75	313491
(Corsica)	27971	4750	588.86	1.77	.32	100084
(Beretta)	26305	4879	539.15	1.66	.33	108387
(Cavalier)	48442	52798	91.75	3.05	3.59	298778
(Camaro)	11505	16246	70.82	.73	1.10	116656
(Corvette)	3294	3353	98.24	.21	.23	24654
(Monte Carlo)	7332	8813	83.20	.46	.60	63784
OLDSMOBILE	99279	109483	90.68	6.28	7.44	715961
(Firenza)	2680	2612	102.60	.17	.18	17252
(Calais)	14230	14056	101.24	.90	.96	100706
(Cutlass Ciera)	33412	39187	85.24	2.10	2.65	246275
(Cutlass)	9647	16483	58.53	.61	1.12	95190
(Toronado)	2037	2155	94.52	.13	.15	16111
PONTIAC	109230	103395	105.64	6.89	7.03	696842
(1000)	1115	1964	5.86	.01	.13	5697
(Sunbird)	11438	12793	89.41	.72	.87	80120
(Grand AM)	34392	34243	100.44	2.17	2.33	213778
(6000)	15498	21482	72.14	.98	1.46	124111
(Bonneville)	21574	11872	181.72	1.36	.81	99722
(Firebird)	7667	9571	80.11	.48	.65	73641
(Fiero)	4286	6894	62.17	.27	.47	42466
(Grand Prix)	6095	3057	199.38	.38	.21	14305
GEN MTRS SUBT	564122	552223	102.15	35.60	37.54	5720484
Misc. Domestic	13	1	-	-	-	80
Other Import	496996	464302	107.04	31.36	31.56	3248704
U.S TOTAL	1584664	1471045	107.72			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	71	.02	144	166	86.75	.02	.02
Chevrolet	92749	24.50	187235	153237	122.19	24.55	22.49
Dodge	44077	11.64	86591	78116	110.85	11.35	11.47
Ford	111031	29.33	224200	196227	114.26	29.41	28.82
Freightliner	1981	.52	3758	3081	121.71	.49	.45
G.M.C.	26953	7.12	54654	45516	120.08	7.16	6.68
Hino	137	.04	268	216	124.07	.04	.03
Isuzu	5902	1.56	12135	15743	77.08	1.59	2.31
Iveco	116	.03	254	332	76.51	.03	.05
Jeep	18164	4.80	35785	29360	121.88	4.[illegible]	4.31
Kenworth	1188	.31	2074	1932	107.35	.[illegible]	.28
Mack/Midliner	1569	.41	3030	2892	104.77	.40	.42
Mercedes Benz	211	.06	425	737	57.67	.05	.11
Navistar	5566	1.47	12436	9163	135.72	1.63	1.35
Nissan	13484	3.56	28080	35269	79.62	3.68	5.18
Peterbilt	1159	.31	2268	1316	172.34	.30	.19
Plymouth	13364	3.53	26270	14124	186.00	3.44	2.07
Scania	16	-	25	28	89.29	-	-
Volvo	123	.03	260	330	78.79	.03	.05
Western Star	147	.04	259	191	135.60	.03	.03
White	313	.08	909	1162	78.23	.12	.17
WHITEGMC	416	.11	472	-	-	.06	-
Other Imports	39200	10.35	80034	91587	87.39	10.49	13.44
Miscellaneous Domestic	690	.18	1254	534	234.83	.16	.08
U. S. Total	378637		762812	681259	111.97		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	144
Chevrolet	111957	69173	3060	268	49	1493	1181	54
Dodge	68786	17805	-	-	-	-	-	-
Ford	118140	97388	-	1071	-	1185	4863	1553
Freightliner	-	-	-	-	-	-	-	3750
G.M.C.	26342	22026	337	140	718	1802	2727	562
Hino	-	-	-	-	77	77	114	-
Isuzu	11408	-	611	9	72	7	30	-
Iveco	-	-	131	65	36	22	-	-
Jeep	33088	2697	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	68	2008
Mack/Midliner	-	-	-	-	-	241	365	2424
Mercedes Benz	-	-	-	-	-	129	296	-
Navistar	-	-	-	30	67	3863	3847	4829
Nissan	27924	-	-	-	83	37	36	-
Peterbilt	-	-	-	-	-	-	34	2234
Plymouth	26270	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	25
Volvo	-	-	-	-	-	-	212	48
Western Star	-	-	-	-	-	-	-	259
White	-	-	-	-	-	-	-	909
WHITEGMC	-	-	-	-	-	-	6	466
Other Imports	79301	436	186	-	11	72	28	-
Miscellaneous Domestic	-	204	-	688	116	-	10	236
Total	503214	209729	4325	2271	1229	8928	13817	19299
1987 Total	470871	167431	4717	171	1111	5902	13882	17174
1988 vs '87	106.87	125.26	91.69	-	110.62	151.27	99.53	112.37

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	9210	.58	7172	.49
Chevrolet Spectrum	11518	.73	14369	.98
Chrysler Conquest	1318	.08	1397	.09
Dodge Colt/SW	6674	.42	6773	.46
Dodge Colt Vista SW	1612	.10	2812	.19
Eagle Medallion	4775	.30	42	-
Ford Festiva	10086	.64	-	-
Plymouth Colt/SW	5882	.37	6139	.42
Plymouth Colt Vista SW	1486	.09	2419	.16
Pontiac LeMans	6838	.43	-	-
Merkur XR4	846	.05	931	.06
Scorpio	550	.03	-	-
Tracer	8735	.55	-	-
Others	-	-	287	.02
Total Domestic Sponsored Imports	69530	4.39	42341	2.88
OTHER IMPORTS				
Acura	17889	1.13	13825	.94
BMW	10906	.69	12308	.84
Honda	101707	6.42	91314	6.21
Hyundai	42359	2.67	38607	2.62
Mazda	38893	2.45	27381	1.86
Mercedes Benz	12177	.77	16815	1.14
Mitsubishi	8573	.54	7379	.50
Nissan	65672	4.14	71135	4.84
Saab	6261	.40	6531	.44
Subaru	25242	1.59	23186	1.58
Toyota	104138	6.57	90089	6.12
Volkswagen	27848	1.76	21032	1.43
Volvo	12519	.79	15941	1.08
Yugo	5286	.33	8404	.57
Others	17524	1.11	20355	1.38
Total Other Imports	496996	31.36	464302	31.56
GRAND TOTAL ALL IMPORT CARS	566526	35.75	506643	34.44

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	8668	1.14	10875	1.60
Dodge RAIDER	1868	.24	2211	.32
OTHER IMPORTS				
Isuzu	11406	1.50	15004	2.20
Mazda	15573	2.04	20696	3.04
Mitsubishi	8857	1.16	7528	1.11
Nissan	27924	3.66	34879	5.12
Subaru	16	-	575	.08
Suzuki	10493	1.38	11067	1.63
Toyota	42955	5.63	50257	7.38
Volkswagen	1261	.17	1370	.20
Others	582	.08	-	-
Total Other Import Trucks	119067	15.61	141396	20.76
GRAND TOTAL ALL IMPORT TRUCKS	129603	16.99	154482	22.68

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

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